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MARKET SCIENCE ASSOCIATES

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FACSIMILE DELIVERY REQUEST FORM	
DATE:	August 17, 1998
TO:	
COMPANY:	
# PAGES:	1
FROM:	Joel Kocur (MSA)
PHONE:	412/362-2000 Ext. 1623

*All Other (A/O) Manufacturer data projected by MSA based on CRA data month of July 1998

EARLY WEEKLY INDUSTRY ESTIMATED VOLUME -- WEEK ENDING August 14,1998

Note: Hi-lows are based on a ±10% deviation from 13WM average.

Co.	TOTAL (000)	TOTAL SHARE	PREMIUM BRANDS (000)	PREMIUM BRANDS SHARE OF CATEGORY	DISCOUNT CATEGORY (000)	DISCOUNT CATEGORY SHARE OF CATEGORY
B&W	1,369,626	14.36	590,931	8.60	778,696	29.23
LIG	low 96,984	low 1.02	low 28,203	low 0.41	low 68,781	low 2.58
LLD	885,631	9.29	778,189	11.32	107,442	4.03
PM	4,902,631	51.41	4,128,193	60.07	high 774,438	high 29.07
RJR	↓ 2,162,046	22.67	1,331,592	19.38	830,454	31.17
A/O	119,396	1.25	15,314	0.22	104,082	3.91
Total	9,536,314	100.00	6,872,422	100.00	2,663,893	100.00

NOTICE Discount Share = 27.93

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